



Attorney Docket No.: 80398.P602

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Rafey, et al.

Application No.: 09/768,951

Filed: January 23, 2001

For: System and Method For Enabling
Anonymous Personalization

Examiner: Manning, John

Art Unit: 2614

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CHANGE OF CORRESPONDENCE ADDRESS,
POWER OF ATTORNEY, AND REVOCATION OF PREVIOUS POWERS

Please direct all future correspondence regarding the above-referenced
patent application to Sheryl Sue Holloway, Reg. No. 37,850, Blakely, Sokoloff,
Taylor, & Zafman LLP, 12400 Wilshire Boulevard, Seventh Floor, Los Angeles,
California 90025, and direct all telephone calls to the same at (408) 720-8300.

Sony Corporation
(Name of Assignee)
("assignee"), a company organized under the laws of Japan, having a place of
business at 7-35 Kitashinagawa 6 Chome, Shinagawa-Ku, Tokyo, Japan, and
(Address)

Sony Electronics Inc.
(Name of Assignee)
("assignee"), a company organized under the laws of Delaware, having a place of
business at 1 Sony Drive Park Ridge, NJ 07656, and
(Address)
hereby states that to the best of assignee's knowledge and belief it is the assignee of
the entire right, title, and interest in and to the above-referenced patent application and

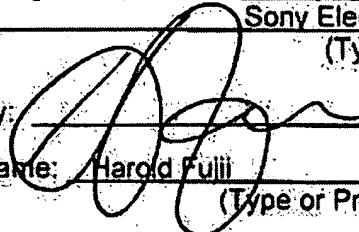
represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee. Upon information and belief, the assignment documents that evidence the placement of title in the assignee were recorded in the U.S. Patent and Trademark Office.

Pursuant to 37 C.F.R. §§ 1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners associated with Customer Number 08791 as the assignee's respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

Pursuant to 37 C.F.R. § 3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s):

Assignee of Interest: Sony Corporation and
Sony Electronics Inc.
(Type or Print)

Dated: Aug. 17, 2005

By: 
Name: Harold Fujii
(Type or Print)

Title: Vice President of Intellectual Property
(Type or Print)

Address of Assignee of Interest:

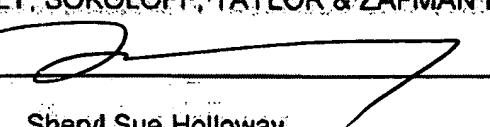
7-35 Kitashinagawa 6 Chome, Shinagawa-Ku,

Tokyo, Japan and

1 Sony Drive, Park Ridge, NJ 07656

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: Aug. 17, 2005 By: 

Name: Sheryl Sue Holloway
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail on the date indicated below with sufficient postage addressed to:

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